

Transit Card
proposal

11/3/76

Billboards And Spectaculars-Designed for Auto Traffic

<u>Category</u>	<u>Area in sq. ft.</u>	<u>Warning Statement*in sq.ft.</u>
1	Over 80 to 350	7.7644 (Two times area of warning statement with 2" capitals)
2	Over 350 to 1200	11.6466 (Three times area of warning statement with 2" capitals)
3	Over 1200	15.5288 (Four times area of warning statement with 2" capitals)

- * Warning statement set in 24 pt. (large) with "x" height separation of lines measured from letters in two lines excluding ascenders and descenders and with border measured from type slugs as opposed to letters. This setting then photographically enlarged to 2" capital letters.

Category 1: includes 24 sheet Billboards, 30 sheet Billboards, and some Spectaculars.

Category 2: includes "Rotary" Billboards and some Spectaculars.

Category 3: includes large Spectaculars

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